

The Recruiter

Office of Student Recruitment Newsletter

Vol. 1 No. 2

September 2003



Good Luck Pete!

On May 10, 2003, we joined Peter Regimbald and his many fans at his Retirement Roast. Pete, a man of passion, was involved in recruiting prospective students and coaching athletes since he began his career at Concordia. We want to congratulate and thank him sincerely for his valuable contribution to the Office of Student Recruitment. We couldn't have done it without him. Have fun, enjoy your retirement and we'll see you on the sidelines!



-OSR

NB: Joanne Spinelli is missing from the picture.



Concordia
UNIVERSITY

Real education for the real world

www.concordia.ca

Counsellor Information Sessions

During May and June, the Office of Student Recruitment hosted two Information sessions to CEGEP and high school counselors, to showcase our latest programs, services and new buildings. On May 21, we invited over 60 counselors from francophone CEGEPs from across the province. On June 6, over 35 guidance counselors from English high schools across Quebec made their way to Loyola campus. It had been almost ten years since they visited Concordia. Our objective was to reach the professionals who have some influence on their students' decisions when choosing a university.

The morning session started at the Campus Centre with a light breakfast and a short welcoming address from Dr. Lowy. We then directed everyone to the Senate Chamber where members from each faculty gave a short presenta-

tion, accenting the latest developments in select programs, followed by a Q&A period. Our luncheon, accompanied by a classical quartet formed by our music students, also provided an excellent opportunity for counselors to catch up with their colleagues, and to mingle and network with Concordia staff and faculty. Interestingly, we discovered that a large number of the English high school counselors were Concordia alumni! Afterwards, the counselors were given a 'privileged' tour of the nearly completed Science Complex, of which the feedback was very positive.

The Office of Student Recruitment would like to thank all the presenters, as well as the staff and faculty who came out to both events and made them feel welcomed.

-Hannah Yao

Make it Ez to Recruit

Since early spring, the Office of Student Recruitment has been working with EDge Interactive, an education technology company specializing in enrolment management tools. Over the summer, we have been implementing ezRecruit, a web-based software system that will help recruitment stakeholders communicate more effectively with prospective students.

In the increasingly competitive world of student recruitment, it is important to develop an ongoing relationship with prospective students. From the moment they make their first contact with Concordia, ezRecruit will allow us to answer their questions and deliver information efficiently and consistently.

EzRecruit offers many communication tools, such as automated e-mails, FAQs and communication history. Collecting detailed information about students will enable us to target top prospects and strategically market those who fit well into the university community.

The Office of Student Recruitment will be launching ezRecruit this fall. As we prepare for the new recruitment cycle, we are anticipating that this technology will completely alter the manner in which we recruit—for the better!

For more information about ezRecruit, please contact David Gobby.

-Danielle Skene



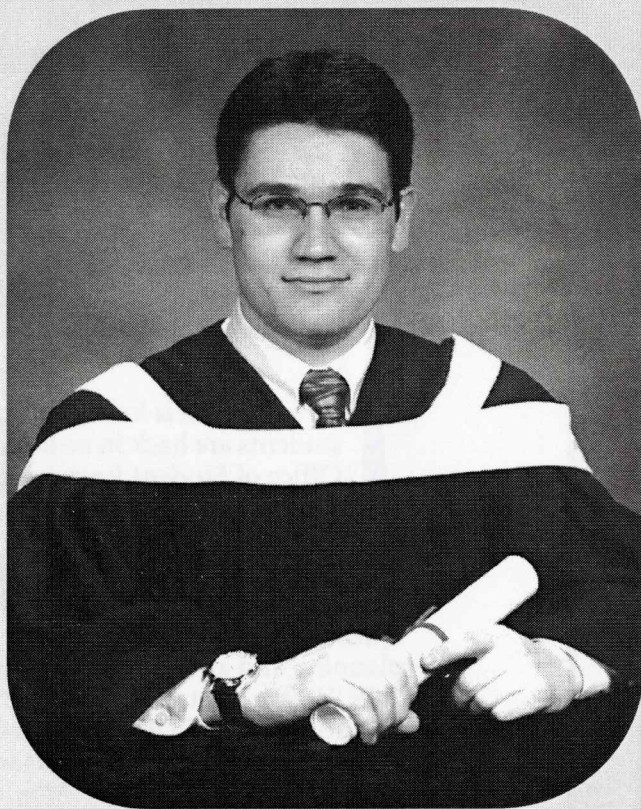
The Welcome Centre

This column will present a testimonial by our Student Ambassador – Christopher Adam.

Arriving from a tiny school in Budapest, Hungary, in September 1999, I began my studies at Concordia University in English Literature and then transferred into the Honours History program. Concordia's large, urban setting was a world apart from my school, yet, I was pleasantly surprised by its friendly atmosphere. Inspired by the personal attention I received from my professors, I have now decided to continue my university studies at the graduate level in September.

Perhaps my most formative experience during my three years at Concordia was my involvement at the Welcome Centre. My work was multi-faceted, which included giving campus tours, participating in student orientation events, an online chat evening with prospective students, and other challenging projects, such as the script and voice-over for the campus tour promotional video.

My role as a student ambassador was to provide our visitors with a positive and realistic impression of Concordia, while focusing on its strengths and drawing on my



personal student life experience. My objective in each tour was to show our facilities, provide information, and introduce our visitors to the human face of the university, while acquainting them with our services and referring to Concordia's past, present and future growth.

I am looking forward to a continued relationship with the Office of Student Recruitment as a Concordia alumnus.

**-Christopher Adam
-Joanne Spinelli**

North American Enrollment Management Institute (NEMI)

From June 18 to 21, four members of the Office of Student Recruitment attended the North American Enrolment Management Institute (NEMI) in Vail, Colorado. There, we joined over three hundred other delegates from as far away as Holland and Bulgaria, to discuss issues concerning enrolment management.

NEMI proved to be one of the more demanding conferences with sessions beginning at 8:00 a.m. and continuing until 5:00 p.m. for three days. It was grueling but extremely informative and beneficial to our learning.

By attending the NEMI conference, we heard the latest and most effective strategies for successful enrolment management. Presenters from campuses across North America, and renowned authorities in the field, shared their ideas and information on how to improve student recruitment, retention, financial aid and marketing strategies, and much more.

NEMI provided us with a valuable learning experience and an opportunity to make contacts with colleagues from other institutions. The sharing of information will continue, even though we have all returned home.

-Pina Greco

Directory

Karen Ditty

Manager, Communications/Publications
kditty@alcor.concordia.ca
Local : 4770

David Gobby

Director, Office of Student Recruitment
david.gobby@concordia.ca
Local : 4773

Pina Greco

Manager, Operations/Special Projects
pgreco@vax2.concordia.ca
Local : 8768

Jolanta Manowska

Coordinator, Materials/Distribution
jolam@alcor.concordia.ca
Local : 4772

Uzma Mustafa

Recruitment Officer
umustafa@jmsb.concordia.ca
Local : 2784

Bernard Pomerleau

Manager, Recruitment/Liaison
bpomerle@alcor.concordia.ca
Local : 4775

Isabelle Simard

Recruitment Officer
isimard@alcor.concordia.ca
Local : 4796

Danielle Skene

Administrative Assistant
skened@alcor.concordia.ca
Local : 4777

Joanne Spinelli

Coordinator, Welcome Centre
spinj@alcor.concordia.ca
Local : 4779

Hannah Yao

Recruitment Officer
hyao@alcor.concordia.ca
Local : 4771

Please send comments to:
osr@alcor.concordia.ca

*The Office of Student Recruitment
is located at FB 801*

NATHALIE HODGSON
ARCHIVES
SGW H 1015

Coming up... soon

The fall season is knocking at our door, students are back in action, and so is the Office of Student Recruitment. In the next few months, you can expect to see us recruiting in and around the university.

Off-campus: Recruiters will be participating in approximately 300 school visits, mostly in Quebec and Ontario. As in the past, we will be planning and attending Individual School Visits (ISV), Team Visits, as well as participating in La Tournée and QUIP. We will also be present at many fairs, the most important being, *Le Salon Éducation et Formation de Montréal* held at Place Bonaventure from October 15 - 18.

On-campus: The Welcome Centre will be participating in many activities, including fall Orientation, the opening ceremonies of the new Loyola Science Complex, and preparing for the large international groups of high school students who visit each fall — all while providing scheduled tours and attending to the multitude of 'drop ins' who walk through our door each day.

We wish you all a very good start to the fall semester! For further information, do not hesitate to contact us.

-Isabelle Simard



Concordia
UNIVERSITY

Real education for the real world

www.concordia.ca